



TEN REASONS TO BE A HOLLYWOOD BOOSTER

- 1) **Education** – By being a Booster you will be able to gain valuable insight from top-notch business minds at our monthly meetings and events. Already on the docket for next year we have Tom Mears, Chairman of The Holland/Burgerville and Harry Glickman, Past Trailblazer General Manager. Each Booster meeting in 2011 will include a top business professional or educator sharing best practices for growing your business and our community.
- 2) **Networking** – As a Booster you have access to other local businesses who may need your products and services. Word of mouth is one of the most powerful means of the advertising and by being a Booster you will broaden your reach.
- 3) **Have a voice** – There is power in numbers. By joining together we have a stronger voice in our community and with government agencies. Because of the strength of our organization, the Boosters received grants for our neighborhood in excess of \$5000 that goes right back into our neighborhood.
- 4) **Identity** – With a strong membership, the Boosters are able to do what individual businesses cannot do, create an identity as a destination location in Portland. The Boosters created and installed the beautiful hanging flower baskets you see on Sandy Blvd.
- 5) **Marketing opportunities** – Market to other Boosters or their customers. Your Booster membership expands your marketing opportunities by participating in events, Web site, sponsorships or advertising in the Booster directory.
- 6) **Community enhancement** – The Hollywood Boosters purchase flowers semi-annually for the more than 80 street planters throughout Hollywood. Its volunteers also maintain planters and have relocated several planters to new locations. Beautification efforts such as this tell customers and visitors we value our neighborhood and their business.
- 7) **Promotional events** – The Boosters sponsor or volunteer to support several area events throughout the year - all designed to drive business to the Hollywood District.
- 8) **Stay current** – Between Booster monthly meetings, monthly networking events and the Booster News you'll find out what is going on in the business neighborhood and in the city and how it will affect your business.
- 9) **Have fun** – Boosters are serious about their business and being successful, but they know part of the business is to have fun doing it. The Boosters sponsor several events during the year that offer members a lot of fun, such as the golf tournament and Casino Night.
- 10) **Crime Prevention** – A vibrant business district where business owners communicate with each other is a critical part of crime prevention. The Boosters maintain an excellent relationship with the Portland Police. Representatives often visit our meetings and are very responsive to our needs partly because of the reputation and credibility of the Booster membership.